

## ABSTRACT

2        Method and system for enabling a first person to produce a customized gift for a second  
3        person, including: providing a computer-readable storage medium having a control program and  
4        non-customized information stored thereon; obtaining data from the first person which relates to  
5        the second person; using the data to generate a customization code; providing the gift and the  
6        customization code to the second person; causing the control program to request the  
7        customization code from the second person; and using the customization code to select  
8        information from the non-customized information to provide a customized display to the second  
9        person. The gift is preferably purchased and customized through an Internet web site or other  
10      electronic system.